MEDIA KIT

ROCK KEEP US TOGETHER

ROCK RADIO AND MORE

About RockRadioAndMore

Founded in 2015: RRAM was created to unite Latino rock fans and keep them informed about legendary bands and new talent.

Our Vision: To bring Latinos together through rock music, connecting them with a global rock culture community.

Bilingual Streaming: We offer 24/7 rock music in both English and Spanish, embracing the motto: "*Dos idiomas, una cultura — la cultura del rock.*"

Global Appeal:

Since its inception, RRAM has drawn immediate attention from bands across the world, with airplay requests from Mexico, Colombia, Argentina, Brazil, Venezuela, as well as Belgium, Greece, and local Atlanta talent. This diverse range of artists helped shape RRAM's mission to unite rock fans from all corners of the world.

Content Focus:

We feature a mix of consagrados (legendary bands) and emergentes (emerging artists), creating a dynamic listening experience for rock lovers.

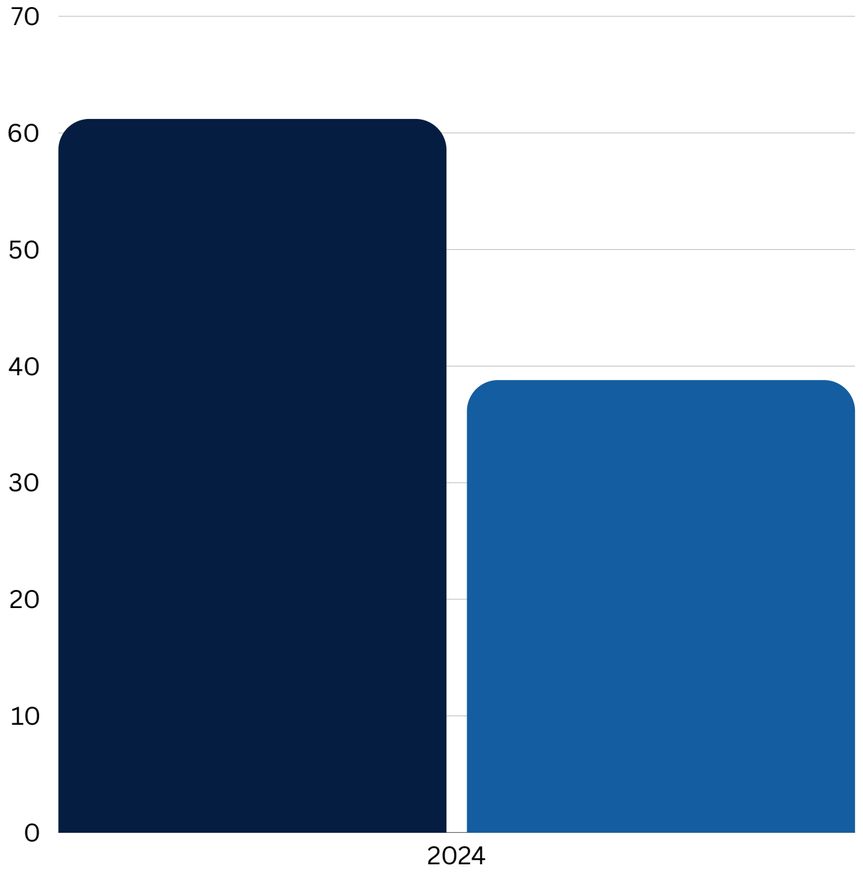
Supporting the Future of Rock:

At RRAM, we are passionate about fostering the next generation of rock talent. By championing emerging artists, we ensure the continued growth of rock and the revival of Latin rock's rich legacy, keeping the spirit of this genre alive for future generations.

Audience Insights

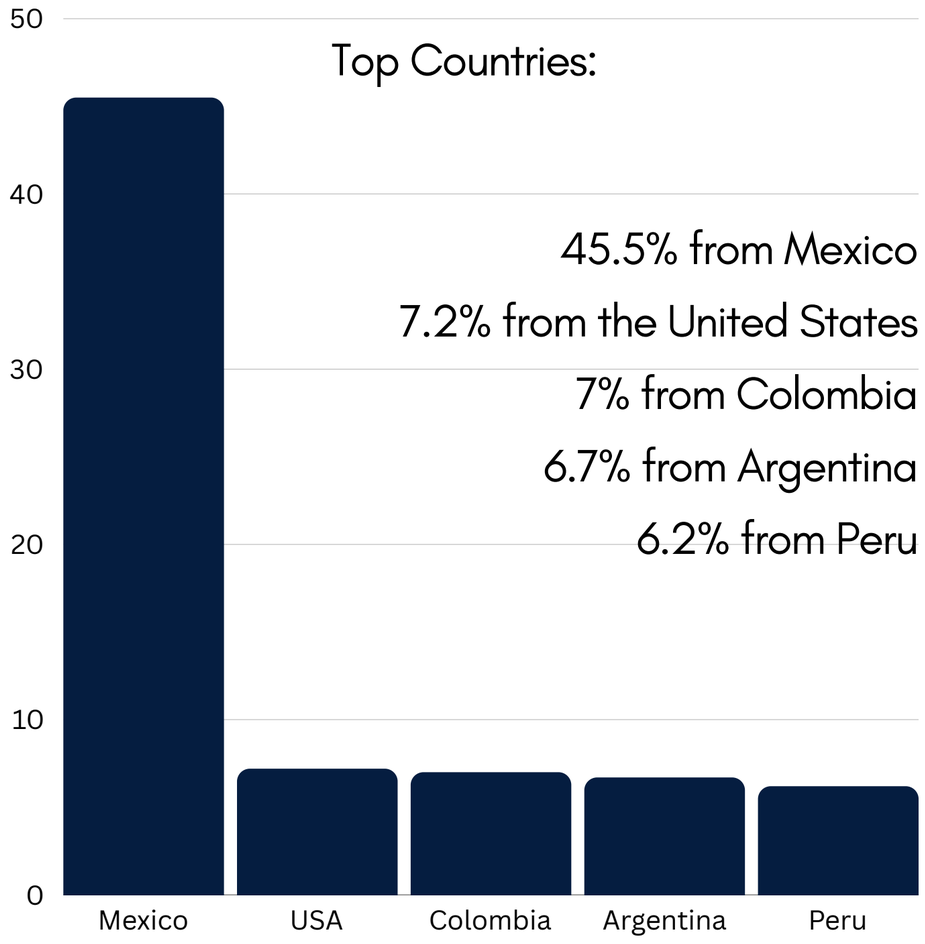
Our audience: is a diverse and passionate group of rock fans, spread across Latin America and the United States. They share a deep connection to rock culture, regardless of language, and engage with both emerging and established artists.

Demographic Breakdown
Gender:
61.2% Male
38.8% Female



Age: Predominantly aged 25-44, with the largest group being men aged 35-44.
This demographic represents a key target for brands, as they are lifestyle-driven with disposable income.

Geographic Reach



Top Cities:
Mexico City, Lima, Bogotá, Puebla, Santiago – where rock culture is vibrant and influential in setting lifestyle trends across Latin America.

Key Stats

Why This Matters RRAM's audience represents a prime opportunity for brands that want to connect with a loyal and engaged rock fanbase. Whether it's promoting lifestyle products, music equipment, or cultural events, our followers are at the intersection of music and lifestyle trends, making them a powerful demographic for targeted messaging.

Engagement:

Over the last 90 days, we have reached an audience of 6.1 million across our platforms, with strong engagement from rock fans who regularly interact with our content through likes, shares, and comments.

Social Media Reach:

Our audience is highly active on social media, particularly Facebook, where they engage with live shows, podcasts, and rock-related discussions.

Lifestyle and Behavior

Our audience is passionate about rock music, attending concerts, following festivals, and staying up to date with the latest from both iconic and new bands. They are urban, trend-conscious, and use digital platforms to explore new music, fashion, and cultural movements.

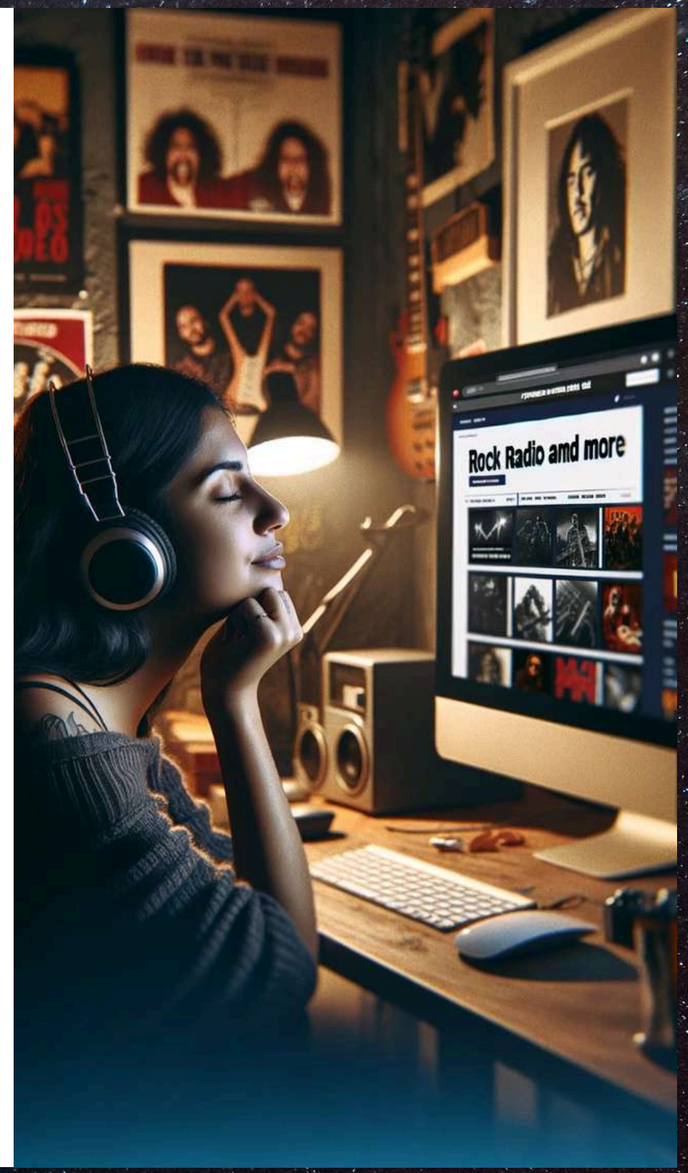
Content Offerings

Our digital platform allows us to connect with a vast audience, primarily across the Americas.

We stream 24/7 rock music through our website and popular apps like TuneIn and Apple Music.

Rock Radio and More also offers three distinct web series, each with its own unique theme.

24/7 Rock Radio And More Rock Streaming
Rock Radio And More Web Series Content
Que Onda con Eduardo Fernández



METALURGIA
LA FUSIÓN DE LOS METALES

Airing daily from 12-2 PM (Atlanta Time), Metalurgia dives deep into the world of heavy metal.

This show celebrates five decades of metal music, blending various subgenres to explore the genre's evolution.

From classic to contemporary, Metalurgia pays tribute to all forms of heavy metal, providing a unique and immersive listening experience for metal fans around the globe.

CONSAGRADOS Y EMERGENTES

Airing daily from 8-9 PM (Atlanta Time), Los Emergentes is dedicated to showcasing emerging rock bands from Latin America and beyond.

We believe every legendary band started as a local act, and this program offers a platform for new talent to shine.

Bands connect with us through our website, social media, and WhatsApp, and we give them a voice on our streaming platform to expand their reach and grow their audience.

Rock Radio And More Web Series Content

La Dosis

Web Series

La Dosis is a deep-dive web series that offers 60-90 minute episodes, exploring the world of rock music from various perspectives.

The show features interviews with artists, producers, instrument experts, intellectual property attorneys, entertainment publicists, and other great guests and contributors who add to the conversation, providing insights and tips for musicians and music lovers alike.

We regularly interview and welcome legends, primarily from the Spanish rock scene, but La Dosis also strives to promote new and emerging bands from around the world, with a focus on Latin America and the United States.

We believe the future of rock lies with the new generation of bands, even as we continue to enjoy and celebrate the icons.

We also understand that not everyone can afford concert tickets or deal with the reality of cancellations, making this series a vital connection between artists and fans.

Designed to inspire emerging artists, La Dosis shares the stories, challenges, and experiences of industry professionals.

The series airs 8-10 shows per month and is available on social media platforms as both a live stream and podcast.

Que Onda con Eduardo Fernández

QUÉ ONDA

Que Onda dives into the trending topics that matter most to our audience, from the economy and mental health to the environment, politics, and even entrepreneurship tips from top professionals. This web series focuses on helping rock fans navigate their lives by answering the key question: **"How Can You Afford Your Rock n' Roll Lifestyle?"**

Whether it's advice on managing finances, staying healthy, buying instruments and accessories, or keeping up with the latest trends,
Que Onda offers practical insights that resonate with our audience's lifestyle. Our viewers are part of a demographic that loves to travel for concerts and festivals, and we provide them with the tools they need to live the rock life while balancing the realities of everyday life.

Each 60-90 minute episode covers diverse and timely subjects, keeping rock fans informed and inspired. Available on social media platforms, Que Onda streams live and is converted into a podcast for on-demand listening.

Together Somos Mas!

Together Somos Más!

As part of Rock Radio and More's web series lineup, Together Somos Más is co-produced with the GALEO Impact Fund and hosted by three dynamic young voices: Kyle Gomez-Leineweber, Marifer Vizcaíno, and Alberto Reyes. This web series, live-streamed and converted into a podcast, focuses on promoting civic engagement among young Latinos in Georgia while advocating for progressive values.

The main objective is to empower the next generation by providing a platform for dialogue, education, and action, under the banner of Building Poder for young Latinos. The series explores topics that resonate with Latino youth, encouraging them to become active participants in their communities and helping shape a more inclusive future for Georgia.

Together Somos Más is also a prime example of Rock Radio and More's service offering—helping organizations, companies, and individuals create, produce, and develop their own web series and podcasts. Through our co-production services, we provide the tools to bring their voices to digital platforms, helping them engage their audience through impactful and meaningful content.

Sponsorship Opportunities

Web Series Sponsorships

15-sec Video Commercials: Short ad slots within web series.

Lower Third Banners: On-screen lower third ads during video content.

Product Placement & Endorsements: Integrating sponsor products within web series content.

Special/Short Interviews: Reserved and limited interview slots for sponsors.

Video Clipping: Includes branded reels and cinema-style clips for sponsors.

Co-Branding Content: Collaborative content creation between the brand and RRAM.

Website Sponsorships

Banner Ads: Top, mid-top, and lower rotative banners on the home page.

Entrevistas Page Banners (Interviews Page): Sponsored banners on the interview page.

Eventos de Almanaque Banners (Almanac): Sponsored event-related banners.

Website Skin Sponsored: Full website skin sponsorship.

Sponsorship Opportunities

Radio Streaming

Different ad lengths for on-air spots: 15s, 30s, 60s.
Show Sponsorships: Sponsor an entire radio show.

Packages

Our sponsorship packages combine a variety of opportunities tailored to your needs. Full details, including rates and specific offerings, are provided on our quarterly rate card, which can be sent separately upon request.

Rock Radio And More Social Media Platform

Organic Posting: Sponsored posts.

META Campaigns: Ad campaigns offered per CPM, managed through our own business suite. We tailor each campaign to fit a specific budget and rate for each market, optimizing the reach and engagement based on the allocated resources for that region.

Why Partner with ROCKRADIOANDMORE

With over 10 years of experience, Rock Radio and More delivers daily content to a passionate audience of Latino rock fans, concentrated mainly across Latin America and the USA in key urban areas. Our audience is not only dedicated to rock music but also connected to the lifestyle and culture surrounding it. Our guests and contributors often include influencers—not in the typical sense, but as musicians, artists, and professionals who create meaningful work. Their influence extends far beyond the superficial, as they inspire their followers by writing music, creating art, or excelling in their fields. This gives our platform constant exposure to new audiences, stretching from Argentina to Canada and Spain.

Through consistent participation in our streamings and web series, our contributors, sponsors, and partners have successfully positioned their brands in front of this unique and engaged community. Many have even secured top positions in Google, thanks to the exposure and dynamic content we provide.

At Rock Radio and More, we believe that our audience is special—and so are the brands that partner with us. With our "Brands for Bands" approach, we offer a creative and authentic platform to connect brands with rock culture, building lasting relationships that resonate with our fans.

ROCK KEEP US TOGETHER

DOS IDIOMAS UNA CULTURA

LA CULTURA DEL ROCK

We are Rock Radio And More, playing music from Los Consagrados y Los Emergentes
in both English y en Español, from Atlanta, GA.
We interview artists and music lovers from all over the world.

The Home of Rock 'n' Roll Stay Tuned!

Follow us on social media: FB, IG, TikTok, YouTube: @rockradioandmore
X: @rockradioymas

Visit us at:
www.rockradioandmore.com
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(United States / Atlanta, GA)